

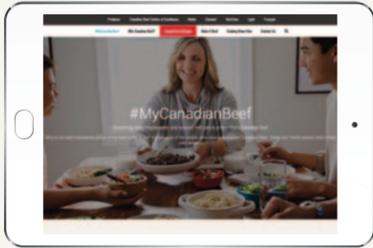
Consumer Marketing and Communications Update

The COVID-19 Evolve and Shift



Given the new COVID-19 reality, Canada Beef consumer marketing efforts have shifted with the ever-evolving landscape. Here's a recap of the modifications underway to remain relevant to consumer needs and concerns.

TWO CONSUMER MARKETING CAMPAIGNS

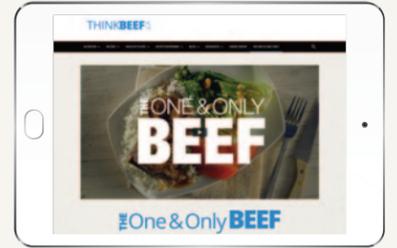


- 2 x 1 year-long parallel consumer marketing campaigns of TRUST and CRAVE
- launched March 1, 2020 (see Western Grocer ad + Press Release)
- COVID-19 shifted campaign content and media placement

Consumer Shift: With the current self-isolation practices, people stocked up on beef and are now at home and cooking in their kitchens more than ever. They need recipes, inspiration, distraction and cooking know-how information.



Media Shift: Online and broadcast media have now captured a dedicated audience of consumers seeking information and entertainment.



CAMPAIGNS SHIFT FOCUS TO CULINARY CONTENT IN FULL FORCE ON-LINE. MAY RELEASE: TV VIDEO ADS

CAMPAIGN A - TRUST: #MyCanadianBeef features stories of those who stand up for Canadian Beef with home cooks, dietitians, farmers, conservation experts and more, telling their stories of what Canadian Beef means to them. Outreach includes guest - media generated articles in consumer on-line content providers *Curiosity*, *Daily Hive* and *Eat North* for example.

- To follow-along visit <https://canadabeef.ca/mycanadianbeef>
- Includes digital ads being seen across Facebook, Instagram and Google. All ads and social posts drive back to #mycanadianbeef page at canadabeef.ca
- Video features gain traction: 41,000 views of "The beef we Raise is the same beef we eat"



CAMPAIGN B - CRAVE: The One & Only Beef campaign was originally designed to counter the competitive pressure from the simulated meat-like products, with beef's undeniable and unique crave-appeal. With COVID-19, creative now shifts focus to Beef's crave-appeal, with inspiring recipe imagery, video, Influencer outreach channels, contesting and more – content designed to get folks cooking and posting about delicious beef meals.

- To follow-along visit <https://thinkbeef.ca/real>
- Out-of-home video portion of campaign at Goodlife Fitness TV screens now postponed until they re-open
- Broadcast advertising set for a 50/50 audience men & women for video portion of campaign.



Canadabeef.ca has seen a **66% increase in total users (93 K)** and **73% increase in new users in March** compared to the same time last year. Results to March 23,2020



ThinkBeef.ca has seen a **450% lift in monthly visits – up by 13,000 visits** comparing traffic in February to the month of March. Results to March 23,2020

PR efforts for #mycanadianbeef gains new editorial articles and images written by third parties endorsing Canadian beef to new audiences

- *Curiosity* – 4 market audiences Vancouver, Calgary, Edmonton and Toronto. **A total of 79,000 reached.**
- *Daily Hive* market audiences (Vancouver, Calgary, Edmonton and Toronto) with Instagram quiz.
- *Weather Network app and other apps* – audience surveys push engagement
- *BTV Toronto* audience is huge. We gained exposure through a key influencer segment on 'contagion cooking'. PLUS 3 cooking videos on Prime Rib Know-how



Crave campaign videos are found on ThinkBeef.ca/real and also in this playlist on the YouTube channel

- Focus right now is Culinary Crave videos + recipe videos.
- Fun 'Spoof videos' (with Kids & Cats) release delayed for now.

7 Influencers developed a set of recipes and are posting on their platforms to link to us – [check out the influencer recipes here](#). *CTV Saskatoon* featured one of our Influencer beef recipes, with outreach to the whole province.



Instagram Contest for monthly draw with the goal to drive visibility of beef on-line and engage a young demographic.

COVID 19 INFORMATION FOR CONSUMERS AND TRADE

- Consumer education resources on web and in PDF focus on the Food Safety Essentials that consumers can take to minimize risk. As well, consumer information about the steps the food supply chain is taking to maintain consumer access to the beef they enjoy.
- 2 x PDF documents (Consumer + Industry) were developed in collaboration with Canada Pork and CMC.
- Trade resource translated and distributed in Japan, Taiwan, China, Hong Kong, Mexico, South Korea and Canada (English and French)
- [canadabeef.ca website](https://canadabeef.ca) is the consumer education spot with information specific to COVID-19, with helpful government links
- distribution and linking via Canada Beef social platforms and consumer monthly newsletter
- Outreach also for help to Retailers and Food Service partners.



THE 'GRATITUDE' SOCIAL MEDIA CAMPAIGN

- Public & Stakeholder Engagement teams of Canada Beef and CCA release a social media campaign to thank 'supply chain heroes'.



COMING NEXT – RETAILER HOW-TO-COOK CONSUMER TOOLS

- We have consumer how-to education tools with 3 point of purchase tool kits and more - information that will help Retailers to help their customers.